



I-Cities Europe Continental Forum Meeting

19-20-21 November 2017

Venue: Don Candido Hotel
Rambleta del Pare Alegre, 98
08224 Terrassa, Barcelona

Activities programme

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19 November (Sunday)

Arrival of the participants

20 November (Monday)

09:00-09:30	Reception of participants
09:30 - 9:45	<p>Welcome to the opening session</p> <p>Mayor of Terrassa, Forum's regional pilote for Europe</p> <p>Mr. Mohamed Sefiani, Mayor of Chefchaouen, President of the UCLG Forum of I-Cities.</p> <p>Mr. Carlos Martínez Minguez, Mayor of Soria and Vice-President of UCLG and CEMR</p>
9:45 - 10:20	Keynote speech about the central theme: City Branding and Marketing for cities by Mr. Jordi de San Eugenio UVIC, (Vic University)
10:20 - 10:30	Presentation of the City of Terrassa on its vision & strategy for City Branding and Identity by Mr. Juan Carlos Belloso, Futureplaces
10:30 - 11:00	<i>Coffee break</i>
11:00 - 11:15	<p>Introductory Session on the UCLG I-Cities Forum</p> <p>Policy & Strategy background</p> <p><i>Firdaous Oussidhoum (Coordinator CGLU-I Cities)</i></p>

11:15 - 13:45	<p>Workshop: I-Cities Synergies</p> <p>Brainstorming at European level</p> <ul style="list-style-type: none"> - Global Agendas & localization for I-Cities: processes, impacts and policies - How can the process of localizing SDGs be approached through the process of Branding <p>- Intervention of the representative of the Council of European Municipalities and Regions (CEMR) and Mayor of Sindelfingen, Mr. Bernd Vöhringer and the Mayor of Soria and Vice-President of UCLG and CEMR, Mr. Carlos Martínez Mínguez.</p> <p>- Presentations from Genoa, Bilbao and other cities that are choosing City Branding as a strategy</p> <p>Moderator: Kontxi Odriozola, head of the Europe Office and International Strategy - Diputació de Barcelona</p>
13:45-15:00	Lunch Time
15:00-16:30	<p>Workshop on Dialogue between City & Citizenship</p> <p>From Culture to economy, from Branding process to sustainability : Building bridges between the city & citizenship</p> <ul style="list-style-type: none"> - Cities explain their actions and reasonings (Genoa, Terrassa, Gijón, Odienné et UCLG-MEWA) <p><i>Moderator: Josep Roig (Secretary General CGLU)</i></p>
16:30-17:00	<i>Coffee break</i>
17:00-18:00	<p>Workshop on Positioning I-City into a Dialogue between City & Metropolis</p> <p>The example of Barcelona and Terrassa (Marc Sans and Joan Chicón)</p> <p><i>Moderator : Firdaous Oussidhoum (Coordinator CGLU-I Cities)</i></p>
18:00-18:30	<i>Mayors Political Exchange on Branding Cities Strategy: a strategy to leverage Cities Sustainable development through networks and cooperation</i>
18:30-20:00	Free time and recovery
20:00-22:00	Official Dinner offered by the City of Terrassa

21 November (Tuesday)

09:00-09:30	Reception of participants
09:30 - 11:00	<p>From experience to knowledge & methodology: How can we make of this workshop a material building the World Forum?</p> <p>City of Bilbao, Presidency of the UCLG Committee of Digital and Knowledge-based Cities</p> <ul style="list-style-type: none"> • Jesús María Manzano, Bilbao International • Leandro Ardanza, Technical Secretariat of the UCLG Committee of Digital and Knowledge-based Cities. <p>Exchange and reasoning linking this session with the SDG's</p>
11:00 -11:30	Coffee break
11:30-13:30	<p>Workshop: preparing the policy input towards the I-Cities World Forum</p> <ul style="list-style-type: none"> - Presentation of the MEWA Regional Forum Declaration - Presentation of the Recommendations of Africa Regional Forum - Reporting back from groups discussions, cities contributions and inputs to the I-Cities World Forum <p>- Relators : <i>Tuğçe Karataş</i> (UCLG-MEWA), <i>Nasseneba Touré</i> /Mayor of Odienné), <i>Joan Chicón</i> & <i>Firdaous Oussidhoum</i></p>
13:30 - 14:30	<p>Sum up and Conclusions of the meeting discussion and agreement on next steps</p> <p><i>Firdaous Oussidhoum</i></p>
14:30-15:30	Lunch Time and Farewell

Please confirm your assistance to international@terrassa.cat

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